RJ REYNOLDS
TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 27, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

HESS CHAIN: WINSTON BUY 2 PACKS GET FREE CAP / #700927

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to participating ***Hess*** chain retail stores. 267 SKUs of Winston B2GF Cap Sleeves / Displays (item #529301) have been ordered to Consolidated Industries to pack this Promotion.

Product and Displays have been ordered to arrive the same dates as noted in my correspondence of August 26th. All future promotional correspondence will include Hess locations. This correspondence represents an additional order as we just received notification that McLane NE will now be shipping to Hess locations.

UPC Code	WINSTON Brand Styles	Case Size	#/ Cases
12300-11112	Light	12M	5
12300-11906	Light Box	6M	6
12300-11012	Full Flavor	12M	5
12300-11212	FF Box	12M	6

Product PO # ER 2124-01

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:	September 15, 1997
Premium Arrival (@ Consolidated):	September 18, 1997
Ship Date to Retail:	October 6, 1997
Caps (Item #529301)	
SKU CUBE:	2.5480
SKU WT (w/o Product):	8.2000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
Product $ Amount:	$12,881.58

51851 7280

Source: https://www.industrydocuments.ucsf.edu/docs/smpn0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Display. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston *'No Bull'* Cap.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED HESS RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $498.40 **(17.8 (12M) cases @ $28.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

Enc: Wholesaler Packing Instructions
Winston Lighter Flyer
Retail Customer List

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51851 7281

Source: https://www.industrydocuments.ucsf.edu/docs/smpn0000